

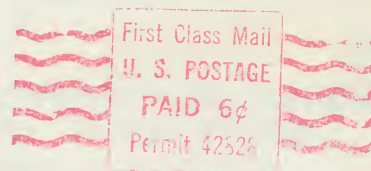


1028 connecticut avenue
washington, d. c. 20036

Nam
Addr
City

Neslon T.
Box 1546
Poughkeepsie, N.Y.

IR766





WHY HAVE 10,000 BOATMEN JOINED BOAT OWNERS ASSOCIATION of THE UNITED STATES?



**BOAT OWNERS
ASSOCIATION
of THE
UNITED STATES**

1028 connecticut avenue
washington, d. c. 20036
(202) capitol 3-3343

National Advisory Council

Chairman
Admiral Arthur W. Radford, USN (Ret.).
Former Chairman, Joint Chiefs of Staff.

Members
Vice Admiral Kenneth K. Cowart, USCG (Ret.)
Former Chief of Engineering, and former
Member, Merchant Marine Council, U. S. C. G.

Frank C. Fazzari
Past Commander, Potomac River Power
Squadron, U. S. Power Squadrons.

Congressman Edward A. Garmatz
Chmn. Merchant Marine and Fisheries Committee,
U. S. House of Representatives.

Eugene Hessel
Past Commander, Flotilla 25, U.S. Coast
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Kevin Kennedy
Governor, Vineyard Haven Yacht Club;
Senior Vice-President, Lennen & Newell, Inc.

Elbert S. Maloney
Rear Commander, National Education Staff, U.S.
Power Squadrons; author: N.Y. Yacht Club;
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Luis Marden
Chief, Foreign Editorial Staff, National Geographic
Society; Chmn., Underwater Photography Comm.,
World Confederation of Underwater Activities.

Harold S. Ogden
Past Commander, Erie Power Squadron,
U. S. Power Squadrons; Erie Yacht Club (Pa.).

Admiral Alfred C. Richmond, USCG (Ret.)
Former Commandant, United States Coast Guard.

Honorable Louis S. Rothschild
Former Under Secretary of Commerce; former
Chmn., Federal Maritime Board; former Chmn.,
Inland Waterways Corporation.

Ambassador Clare H. Timberlake, FSO
Past Vice Commodore, Aden (So. Arabia) Yacht
Club; Sailing Comm., Royal Bombay Yacht
Club; British Kiel Yacht Club.

Executive Director: Richard Schwartz

.....becausehere, at last, is an organization of boat owners created by boatowners like yourself to offer benefits never before available in boating. This young, dynamic boatmen's association provides you the services long needed to reduce the cost of owning a boat and to increase your boating pleasure.

Here are just some of the benefits you get:

- o All-risk marine insurance at lower cost ...
- o A long-term boat financing plan at low interest rates ...
- o A single source for all of your charts ... maps ... and navigational publications ...
- o Automatic distribution of all federal and state forms, laws and regulations you need or want ...
- o National Representation to protect you against unfair taxes ... fees... regulations ... laws ... and pending legislation ...
- o Savings on selected marine items ... books ... magazines ... auto rentals in over 1,000 cities ...
- o A low-cost homestudy course in seamanship which for the first time offers lesson-by-lesson supervision by an expert teacher ...
- o Association life insurance at low group rates -- no physical ...

BOAT/U.S. members enjoy savings like these, for example:

10% to 40% in most cases on marine insurance premiums ...
25% to 40% on marine equipment ... 20% on auto rentals ...
up to 25% on books and magazines ...

But, remember, savings are only part of the BOAT/U.S. story ... there is also the convenience of a single source to service your boating needs ... and, for the first time in boating, a truly independent, representative organization who will fight for your interests.

Try the BOAT/U.S. services without any risk ... request an insurance or financing quotation without obligation ... and upon receipt of your membership application, we will rush your personal Member Service Kit -- a sturdy file container full of materials you need to take advantage of all the Association's services.

In addition, you get your handsome Association flag ... your Membership Decal ... your first copy of "BOAT/U.S. Reports", the Association's monthly news journal ... and your attractive blue and gold Membership Card.

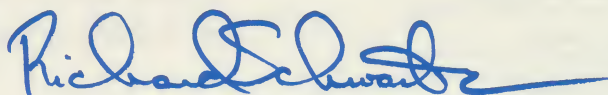
And if you join now ... during this special enrollment period ... you will also receive a **VALUABLE BONUS** of your choice. Check your preference on the enclosed **Membership Application**. To get your Gift Bonus immediately you must join now and send in your dues with your Application -- or we will gladly bill you and you will receive your Bonus choice upon payment of your dues.

With all this ... BOAT/U.S. still gives you a no-risk, money-back guarantee. We're so sure you'll find BOAT/U.S. to be everything we say it is that we will give you a full refund of your dues if for any reason you are not satisfied. Just return your Member Service Kit within 30 days for the complete refund...
BUT KEEP YOUR BONUS NO MATTER WHAT YOU DECIDE!

Compare the nominal membership dues with the many benefits and services you get from BOAT/U.S. and you will agree that it's the biggest buy in boating today.

I sincerely urge you to act now while you're thinking about it. Complete the application and return it in the postage-paid reply envelope enclosed for your convenience. Remember, you may include your check or ask to be billed; but, if your check accompanies the application, your Gift Bonus choice will be sent immediately.

Sincerely yours,



Richard Schwartz
Executive Director

RS/slq

P. S. If you are already a member, add your name in the special space provided on the membership application, pass this invitation along to your friend, and when he joins you will automatically be entered in the new BUILD BOAT/U.S. BONANZA for boating equipment certificates.



NOW!
More Boating
Pleasure,
and Savings
for you

by joining
BOAT/U.S.



CREATED BY
BOAT OWNERS TO SERVE
BOAT OWNERS

BOAT
U.S.

BOAT OWNERS ASSOCIATION of THE UNITED STATES

JOIN BOAT/U.S. BECAUSE . . .

IT WAS CREATED BY BOATMEN to serve the exclusive interests of boatmen. Its formation two years ago came in response to the boat owner's need for an independent, responsive, full-service association of his own.

THOUSANDS ALREADY BELONG and are now enjoying the benefits of an organization that provides them with significant services, savings, and conveniences, and an influential medium through which they can speak as a group for their interests.

AS A BOAT/U.S. member you become part of a young, dynamic organization of boatmen. Your association flag, member card, and decal identify you as a responsible member of the nation's boating community . . . recognized and respected by boating officials and marinas throughout the country.

YOU BENEFIT TWO WAYS . . . by receiving the full range of exclusive services and savings, and at the same time by increasing boat owners' group strength which result in even greater savings and services.



Receive Your TRIPLE DIVIDEND and FREE BONUS.

By joining BOAT/U.S. now, you immediately receive your membership card and Member Service Kit, PLUS — while this special offer lasts — your choice of a valuable Free Bonus and your Triple Dividend. The membership application shows you how to take advantage of this special bonus . . . ACT TODAY! Enjoy the benefits offered by the only national service association dedicated exclusively to the interests of boatmen.

YOUR MONEY-BACK GUARANTEE

Try BOAT/U.S. membership for 30 days—carefully examine the special Member Service Kit . . . use any of the BOAT/U.S. services. If, for any reason you are not

satisfied, or not convinced that membership in BOAT/U.S. is well worth the nominal dues, return your Member Service Kit and you get back a full refund of dues.

And, remember, if you send in your dues with your membership application, you keep the special bonus, regardless.

SAVINGS THROUGH SERVICES PAY FOR YOUR DUES MANY TIMES OVER!

If You're a Boatman, Then BOAT/U.S. is Your Organization...the ONLY Service Association of Boat Owners

IT OFFERS BENEFITS AVAILABLE NOWHERE ELSE— EXCLUSIVE SERVICES—SAVINGS—EFFECTIVE REPRESENTATION

Check this extensive list of services & savings! ONLY BOAT/U.S. offers you such a program!

See how much you save!

YOU SAVE ON MARINE INSURANCE

Most members have saved at least 10% . . . many as much as 40% . . . much more than their cost of membership . . . and without sacrificing any coverage or convenience. These superior insurance benefits are possible because the BOAT/U.S. Marine Insurance Program has one aim only—to serve members—not to sell insurance. After exhaustive investigation BOAT/U.S. staff has come up with what it believes to be the *most complete all-risk marine protection at the lowest possible cost*. The policies under this program give you all the options, limitations and credits you want and need . . . full All-Risk coverage . . . broad liability limits . . . medical payments . . . optional navigation periods . . . choice of deductibles . . . and many others. Policies underwritten by either of two leading companies . . . PROMPT WORLD-WIDE CLAIM SERVICE . . . and quotations provided within days with no obligation!

YOU SAVE ON BOAT FINANCING

Under the members-only Finance Program arranged with a national lending institution, you can finance your next boat or refinance your present boat easily and economically. The flexible association plan offers low down payments, often only 20% . . . low interest rates, 4½% discount in many cases, and in almost every case less than 6% for new boats . . . liberal repayment periods varying on loan amount—3 or 5 years and even 7 years .

YOU SAVE THROUGH GAS TAX REFUND TIPS

BOAT/U.S. provides members with forms and instructions on how and where to get federal and state gas tax refunds . . . up to \$9 per 100 gals.

YOU SAVE ON AUTOMOBILE RENTALS

Your BOAT/U.S. membership card permits you to rent a car in any one of more than 1,000 cities at a 20% discount through National Car Rental.

YOU SAVE ON LIFE INSURANCE

New for members—low-cost term life insurance up to \$20,000.00 with no physical examination necessary—unusually broad benefits, including triple indemnity . . . waiver of premium . . . your choice of plans to fit the needs of you and your family.

YOU SAVE ON BOOKS AND MAGAZINES

Members save up to 25% on purchases of over 400 books on boating and subscriptions to boating magazines through the BOAT/U.S. *Book and Publications Service*. In addition, all state and federal publications are supplied, most free or at official government prices.

YOU SAVE ON BOATING EQUIPMENT

Although BOAT/U.S. is not in the discount equipment business, through the *Boating Buy of the Month* Program you save up to 40% on selected brand-name items of equipment . . . these values made possible through group purchasing power.

See how much BOAT/U.S. does for you!

YOU GET ANY CHART OR MAP YOU NEED

Your *Encyclopedia of Charts*—exclusive with BOAT/U.S.—gives instant access and describes all charts, maps, and navigation publications. Single-source Chart and Map Service obtains for you all those you want, informs you of all changes, and keeps your chart editions current through the *Automatic Up-dating Service*.

YOU CAN STUDY SEAMANSHIP AT HOME

BOAT/U.S. offers the first and only supervised 14-lesson correspondence course in *Basic Seaman-ship and Piloting*, written especially for members and provided at actual cost. All work is personally corrected by a professional boating instructor who also answers your questions and comments.

YOU RECEIVE THE BOATING PUBLICATIONS LOG AND HAVE A SINGLE SOURCE SUPPLY

The BOAT/U.S. 81-page *Boating Publications Log* is the only source which brings together and reviews all federal and state publications and over 400 books and magazines. BOAT/U.S. supplies them all—many free, many at 25% off.

YOU GET HELP IN CRUISE PLANNING

Tell us where you're going and your complete *Cruise Kit-Chek* will report all charts, publications and data related to any specific route and destination in the U.S. and Canada. Then order those you need from BOAT/U.S.

YOU CAN USE THE UNIQUE BETTER BOATING BUREAU

Want to know about marinas, dealers, public boating facilities? BOAT/U.S. keeps on file and encourages reports from members. The files are referenced at your request. This BETTER BOATING BUREAU is the only service of its kind.

YOU RECEIVE THE UNIQUE MARINE INSURANCE PRIMER

As a service to members, BOAT/U.S. has made an extensive analysis of marine insurance and prepared the comprehensive *Marine Insurance Primer*—the first of its kind—which explains marine insurance policies and coverages and how to save on premiums.

YOU TRADE THROUGH THE EXCHANGE

The BOAT/U.S. *Sale and Chartering Exchange* provides *free classified listings* for members wanting to buy, sell, trade, or charter boats and equipment . . . listings circulated monthly.

YOU RECEIVE ALL NECESSARY BOATING REGULATIONS AND FORMS

You automatically receive your federal and state rules, regulations and all necessary forms and are kept up to date on changes affecting you.

YOU GET HELP IN FINDING A MARINE SURVEYOR OR ATTORNEY

A complete up-to-date register of qualified marine surveyors and admiralty lawyers is used to select names in your area when you need them.

YOU HAVE A CHANNEL FOR YOUR VIEWS

BOAT/U.S., in short, is your Association—speaking solely in the interest of its members. BOAT/U.S. represents you before government bodies and industry groups on regulations, boating facilities, taxes, licensing, servicing practices.

National Advisory Council

Chairman

Admiral Arthur W. Radford, USN (Ret.)

Former Chairman, Joint Chiefs of Staff.

Members

Vice Admiral Kenneth K. Cowart, USCG (Ret.)

Former Chief of Engineering, and Former Member, Merchant Marine Council, U.S.C.G.

Frank C. Fazzari

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Hon. Edward A. Garmatz

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Governor, Vineyard Haven Yacht Club; Senior Vice-President, Lennen & Newell, Inc.

Elbert S. Maloney

Rear Commander, National Education Staff, U. S. Power Squadrons; author; N. Y. Yacht Club; Pres., Capitol Institute of Technology.

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Ambassador Clare H. Timberlake, FSO

Past Vice Commodore Aden (So. Arabia) Yacht Club; Sailing Comm., Royal Bombay Yacht Club; British Kiel Yacht Club (Ger.)

Executive Director

Richard Schwartz

MEMBERSHIP APPLICATION

Please rush my Member Service Kit and **SPECIAL BONUS SELECTED ON THE OTHER SIDE**

I AM A: ☐ Prospective Owner ☐ Present Owner ☐ Former Owner

OF AN: ☐ Outboard ☐ Inboard or Outdrive ☐ Sail

OF feet l.o.a. **Boating Area** (State)

ANNUAL DUES: \$

Signature

☐ Check enclosed: The Bonus will be mine to keep regardless.

☐ Bill me. Send my Bonus upon payment of my dues.

Nam **Neslon T.**

Addr **Box 1546**

City **Poughkeepsie, N.Y.** 3

Insert in
enclosed
postage-paid
envelope

IR766

BOAT OWNERS ASSOCIATION of the UNITED STATES

1028 Connecticut Ave., N.W.
Washington, D. C. 20036

ANNUAL DUES

(Dues categories have been determined by average servicing costs which our experience shows increase with boat size.)

Prospective or Inactive Boatmen or	
Owners of boats less than 16 feet	\$10
16 to less than 26 feet	\$15
26 to less than 40 feet	\$20
40 feet and over	\$25

An increase in dues applies to members who change their category during the first 6 months of membership. Dues include \$4 for **BOAT/U.S. REPORTS** subscription.

If you are already a member, help
BOAT/U.S. to grow by passing this
application along to a fellow boatman.
Your member #.....

Satisfaction Guaranteed — if I am not completely satisfied with all services, including marine insurance or financing quotations, I may return the **MEMBER SERVICE KIT** within 30 days and receive a full refund of my dues.

Join Now with the Membership Application on Reverse Side and *RECEIVE YOUR TRIPLE DIVIDEND AND FREE BONUS*

TRIPLE DIVIDEND

plus

Gift Bonus

1 Boating Publications Log

Lists every state and federal publication related to boating, and over 500 books and magazines . . . the only complete reference library of its kind.

2 Encyclopedia of Charts

All charts and navigational publications listed and described in the section for your boating area—exclusive and unique.

3 Boating Buy of the Month

The latest month's bulletin of *buys* in selected equipment especially priced for members . . . made possible by group buying power.



THE ANNUAL
YACHTSMAN'S GUIDE

448-page encyclopedia of useful boating information . . . everything from tide tables to maintenance.

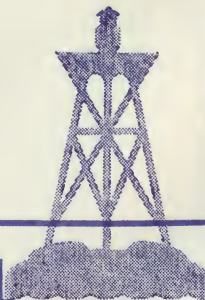
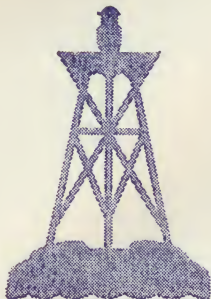
Choose
the one
you
like



IMPRINTED,
PROFESSIONAL LOG BOOK

Vinyl-covered looseleaf Log with your name or Boat's name in gold. Imprint:

If you remit your Dues with your membership application, the **Gift Bonus** comes to you immediately . . . and you keep the **Gift Bonus** even if you decide to cancel your membership. OR you may pay later and receive your **Gift Bonus** upon payment of your Dues.



FIRST CLASS
Permit No. 36188
Washington, D.C.

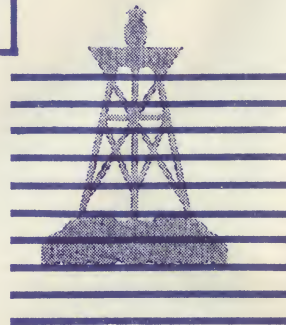
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THE VOICE OF THE NATION'S BOAT OWNERS

